

Johnston Mooney & O'Brien Rely on Mobil-i to Manage Their 24 x 7 Fleet Operation



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Johnston Mooney & O'Brien is a household name renowned for its bread products. With a 24 x 7 operation making perishable foodstuffs logistics and transport plays a crucial role in the company.

Johnston Mooney & O'Brien, an Irish owned company, has been synonymous with the best in baking tasty breads and morning goods since 1835.

The bread bakery is based in Finglas, North Dublin, and they supply 24 depots throughout the island of Ireland. These depots supply the individual bread vans which do the local sales and distribution to retail outlets.

Andy Slane is the transport manager for Johnston Mooney & O'Brien and is responsible for the companies 14 large articulated trucks in its delivery fleet.

Up until the August 2008 they were using a fleet management solution from Blue Tree. However since the August 2008 they have moved over to Mobil-i.

"We found the performance of Blue Tree to be lacking and the time it took to log into the system and pull up the relevant data was too long." says Andy.

"MS Track Web from Mobil-i is so much faster and within a couple of minutes of turning on my laptop I can get the information I need" Andy continues.

Recently Mobil-i launched JMobile which allows users to access fleet location information on their mobile phones or other mobile device. When Andy was first shown this solution he was a little bit sceptical, however now a few months on he is a convert and wouldn't want to be without it.

As the company bakes perishable foodstuffs logistics plays a crucial role in the companies operation. Baked goods need to be continually distributed to

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market which is why Johnston Mooney & O'Brien operate on a 24 x 7 basis. The combined mileage of all of the companies fleet of trucks, delivering out to the 24 depots is in excess of 4200 km every 24 hours.

With this high amount of activity, at any time Andy Slane needs to know exactly where each of the companies trucks are located. "I can have area sales managers ringing me at any time of the day or night wanting to know when a delivery will arrive or where a particular truck is located" says Andy. "I use MS Track Web or JMobile to allow me to quickly locate our trucks allowing me to give accurate arrival time predictions to the area sales managers"

He is also starting to look at some of the more advanced features that the software has, such as the ability to set up geo fences. Once he implements this feature then it would be possible to set up the system to notify the sales managers automatically when their deliveries have passed a predetermined point on the map, giving them advanced notice of imminent arrivals and saving them having to contact Andy for updates.

The Mobil-i system also allows Andy Slane to keep an eye on where his drivers are and to make sure they adhere to the correct routes.

Recently there were some discrepancies with a drivers journey times and location. Using the system Andy could track the exact location of all the fleet at a particular time and he was able to identify that one of the drivers was calling to his home with the company vehicle when he should have been driving.

Andy estimates that fuel and labour costs for each truck in his fleet costs the company €1.20 per km, so any erroneous mileage quickly adds

up. Also he can use mileage data from Mobil-i's system to cross reference with refuelling data to confirm that the vehicles are being driven efficiently and to identify anomalies which might indicate that diesel is being siphoned from the fuel tanks of trucks in the fleet.

In a similar way Andy can also pull a report on each of his drivers for cross referencing against Tachograph data. This kind of information makes his job much easier and is one of the reasons why he was attracted to the Mobil-i fleet management solution.

It is not all a one way street either, as a professional transport manager Andy has a wealth of knowledge about managing vehicle fleets and Mobil-i realises the importance of taking his suggestions, and those of their current clients, on board so it can continually improve its software.

All clients of Mobil-i receive regular free software updates so it becomes a mutually beneficial relationship. With clients making suggestions for enhancements to make their lives easier and Mobil-i implementing them to maintain its position as best in class fleet management solution provider.



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